



Consistency of Service

July 30, 2014



What is the Metric

- A metric describing cross customer analysis of service consistency within a service tier
- Demonstrates variability of service across a service tier
 - Both by percent of consumers & percent of time
- Does not demonstrate variability within a customer's service
 - FCC has computed these numbers but has not publicized



Why 70/70 and 80/80

- 80 percent of population represents a significant portion
- At 80 percent, there is, in general, a significant shift in performance
- At 70/70 performance is much higher
- At 90/90, very low performance numbers
- So 80/80 chosen because 1) Represents a clear majority of consumers 2) A point of performance change



Transparency

- Open Internet Decision affirmed Commission authority on transparency
- Recent increased emphasis on consumer having more precise information on service
- Increasing interest in quality of service experience
 - Includes dimensions beyond speed averages
 - May include metrics on service interconnection



PUBLIC NOTICE

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OPEN INTERNET TRANSPARENCY RULE

BROADBAND PROVIDERS MUST DISCLOSE ACCURATE INFORMATION TO PROTECT CONSUMERS

Providers of broadband Internet access services must disclose accurate information about their service offerings and make this information accessible to the public. This requirement, known as the Open Internet Transparency Rule, has been in full force and effect since 2011.¹ The Transparency Rule ensures that consumers have access to information that helps them make informed choices about the broadband Internet access services they buy, so that consumers are not misled or surprised by the quality or cost of the services they actually receive. The rule also supports innovation and competition by ensuring that edge providers, including both startups and established providers, have information that may be relevant to the development of their business plans. The Commission takes the requirements of the Transparency Rule seriously, and we intend to take enforcement action against providers that do not comply with it.



Must Disclose Accurate Information

- What is accurate information
 - Information that allows consumer to make informed choice
- With regard to DSL
 - Performance varies with loop length
 - Early advertising indicated an up to speed
 - Some ISPs now indicate a range
 - Ranges may vary 2/1 to 3/1



Accurate Information

- Chairman's office believes that for some services more accurate information needs to be provided to consumer
- Possible Approach
 - Information on service performance should be easily available
 - Information should provide a good indication of either actual performance or at minimum the probability of achieving a given performance level